# Article information:

25 Years Ago I Coined the Phrase "Triple Bottom Line." Here's Why It's Time to Rethink It. - EBSCO  
<https://discovery.ebsco.com/c/xppotz/viewer/pdf/7kwcfg43fr?auth-callid=8b625dc8-f10f-999e-9ed8-ad32673ed13b>

# Article summary:

1. The author of the article, who coined the term "triple bottom line" in 1994, is proposing a recall of the management concept to do some fine tuning.

2. The triple bottom line is a sustainability framework that examines a company's social, environmental, and economic impact, but its success or failure cannot be measured only in terms of profit and loss.

3. The original idea behind the triple bottom line was wider than just an accounting tool and was supposed to provoke deeper thinking about capitalism and its future. However, many early adopters understood it as a balancing act with a trade-off mentality.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "25 Years Ago I Coined the Phrase 'Triple Bottom Line.' Here's Why It's Time to Rethink It" by John Elkington discusses the need to recall and fine-tune the concept of triple bottom line (TBL) that he coined in 1994. The author argues that poor management systems can jeopardize lives and entire businesses, and therefore, it is time to rethink the TBL framework that examines a company's social, environmental, and economic impact.

While the article raises some valid points about the need for companies to consider their impact beyond financial profits, it suffers from several biases and one-sided reporting. For instance, the author claims that poor management systems are often brushed under boardroom or faculty carpets, but fails to provide evidence or examples to support this claim. Similarly, while he suggests that TBL has been adopted as an accounting tool by many companies, he does not provide any data or research to back up this assertion.

Moreover, the article seems promotional in nature as it repeatedly mentions the author's role in coining the term TBL and his involvement in sustainability initiatives. This self-promotion detracts from the credibility of his arguments and makes it difficult for readers to assess his claims objectively.

Another issue with the article is its failure to explore counterarguments or present both sides equally. While Elkington acknowledges that there have been successes in sustainability efforts, he focuses primarily on the negative aspects of climate change, water resources depletion, etc., without considering potential solutions or progress made in these areas.

Furthermore, while he suggests that TBL was designed to provoke deeper thinking about capitalism and its future, he does not elaborate on how this can be achieved or what alternative frameworks could be used instead. This lack of specificity weakens his argument and leaves readers with more questions than answers.

In conclusion, while Elkington raises some important points about rethinking TBL and considering broader impacts beyond financial profits, his article suffers from biases, unsupported claims, missing evidence for assertions made, unexplored counterarguments and promotional content. As such readers should approach this piece with caution when assessing its validity.

# Topics for further research:

* Examples of poor management systems in businesses and their impact on stakeholders
* Research on the adoption of TBL as an accounting tool by companies
* Success stories in sustainability efforts and progress made in addressing climate change and water resources depletion
* Alternative frameworks for examining a company's social
* environmental
* and economic impact
* Criticisms of TBL and its limitations in addressing systemic issues in capitalism
* The role of government policies and regulations in promoting sustainable business practices.

# Report location:

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